

Western Kentucky University
TopSCHOLAR®

WKU Archives Records

WKU Archives

3-2-1994

UA68/13/4 The Link, Vol. 4, No. 8

WKU Journalism

Follow this and additional works at: http://digitalcommons.wku.edu/dlsc_ua_records



Part of the [Journalism Studies Commons](#), [Mass Communication Commons](#), and the [Public Relations and Advertising Commons](#)

Recommended Citation

WKU Journalism, "UA68/13/4 The Link, Vol. 4, No. 8" (1994). *WKU Archives Records*. Paper 3308.
http://digitalcommons.wku.edu/dlsc_ua_records/3308

This Newsletter is brought to you for free and open access by TopSCHOLAR®. It has been accepted for inclusion in WKU Archives Records by an authorized administrator of TopSCHOLAR®. For more information, please contact connie.foster@wku.edu.

The Link

Vol. 4 No. 8

Department of Journalism newsletter

March 2, 1994

Ad student in national seminar

Chad Day, a senior advertising major from Elizabethtown, attended the Direct Marketing Collegiate Institute in Denver last month.

Day, the first Western student ever to be chosen for the seminar, competed against marketing and advertising students across the nation.

Sponsored by the Direct Marketing Educational Foundation, the Collegiate Institute is an intensive, professional seminar in direct marketing basics for college seniors.

Leading direct marketers presented an overview of direct marketing and covered

specifics such as: media (mail, print, telephone, broadcast, catalogs); lists and database marketing; testing; direct marketing creative and applications (business-to-business, package goods, non-profit, circulation or retail).

Students are chosen for the seminar on the basis of their interest in

advertising and marketing, extra-curricular activities and employment, recommendations from faculty, academic standing, and writing ability.

PRSSA introduces positive attitude

BY HEATHER HAUER

This semester, PRSSA has what everyone needs. What's that, you ask?

It's PMA. That's right, Positive Mental Attitude.

PMA was designed by PRSSA National Vice President Ted Lund and was introduced to more than 600 members from all over the country at the National Conference in Orlando, Fla.

During the week-long conference in November, national officers stressed the importance of having a positive mental attitude, especially for aspiring public relations practitioners.

This spring, the Kelly Thompson chapter of PRSSA is going to use PMA as one of its primary

themes.

The idea is to promote membership, involvement and spirit in the local chapter.

Many students look at PRSSA as a resume item, but don't realize the advantages of getting involved. This semester's officers are trying to encourage all public relations majors to get involved and learn more about the field and the opportunities that are available to them.

So if you are a PR major or you are just interested in public relations and have PMA, now is the time to gain experience, make contacts and show your positive mental attitude.

Don't forget, PRSSA has PMA!

NOW HIRING: Many students find work

Several journalism majors have stopped worrying about running to the post office to get a resume in the mail or waiting by the phone for a newspaper to call.

They have landed summer internships at newspapers all over the country.

More internships will certainly be announced in the next couple of months, but here's a list of those who have found internships so far:

♦ Cara Anna will be at the *Palm Beach Post* as part of the Dow Jones copy editing internship program

♦ Stephanie Stivers will be at the *Tampa Tribune*, also as a Dow Jones intern.

♦ Jerry Busser will spend the summer at *New York Newsday* as a Dow Jones Intern.

♦ Jim Hannah will be writing news for the *Milwaukee Sentinel*.

♦ Chris Poynter will

be writing news for the *Lexington Herald-Leader*.

♦ Tracey Steele will be in the a photography intern for the *Courier-Journal* in Louisville.

♦ Francis Gardler has been named as one of the *Los Angeles Times* photography interns.

♦ Eric Parsons will be a photography intern at the *St. Petersburg Times*

♦ Rick Loomis will be a photography intern at the *New Orleans Times-Picayune*

♦ Tom Batters will be a sports writing intern at the *Cincinnati Enquirer*.

♦ Dawn Ang will be covering news for the *Anniston Star* in Anniston, Ala.

♦ Stephanie Broadbent will be a general assignment reporting intern at *The Herald* in Jasper, Ind.

♦ Joe Stefanchik will be a photography intern for *The Commercial Appeal* in Memphis, Tenn.

Your news is needed! Send any announcements about the journalism department to: **The Link**, 122 Garrett Conference Center.